

The University of Wisconsin-La Crosse Athletics Department says that Festival Foods and LHI have committed to providing corporate sponsorship for all 19 of the Eagles' varsity programs. The initial term of each agreement is five years.

In exchange for their sponsorships, UW-L Athletics will incorporate Festival Foods and LHI branding into its marketing efforts and its facilities, including signage, public address announcements, in-game promotions, scoreboard recognition, website recognition and program advertising.

UW-L Director of Athletics Josh Whitman says Dave and Barb Skogen and Don and Roxanne Weber have long been supporters of Eagle student-athletes, making it only fitting that their companies would choose to partner with the athletic program in such a significant way.