



Whistler Announces NIL Partnership with Georgia Tech Women's Basketball Student-Athletes

ATLANTA – March 4, 2024 – Whistler, an Atlanta student housing property near Georgia Tech announces its NIL partnership with members of the Georgia Tech Women's Basketball Team.

Through this partnership, team members will become key figures in Whistler's community, serving as Paid Affiliate Brand Ambassadors. The deal marks a significant commitment to supporting student-athletes within the Georgia Tech community.

"Whistler's partnership with Georgia Tech's Women's Basketball student-athletes is a natural fit. We're all about community here, and this partnership with these women is our way of helping them grow not just in sports, but as active members of our community too," said Brana Sharp, Whistler's Community Manager.

Whistler's NIL program aims to empower student-athletes from Georgia Tech to build their personal brands while expanding their NIL portfolio. As ambassadors, these athletes will represent the face of Whistler in Atlanta, develop personal branding and marketing skills, and earn commissions and bonuses.

Whistler is located at 859 Spring Street near Tech Square. The property was developed by LV Collective and managed in partnership between LV Collective and Asset Living.

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About Whistler

Whistler is a student-oriented apartment building located in Tech Square, just a quarter mile from Georgia Tech. Delivered in 2023, Whistler spans 25 stories, and consists of 168 units and 565 beds. To learn more about the Whistler NIL program, follow @WhistlerATL on social platforms or visit whistleratl.com.

About LV Collective

LV Collective is an Austin, Texas-based real estate investment firm focused on acquiring, developing, and managing high-quality real estate in superior locations throughout the United States. Since its founding in 2012, LV Collective has expanded the business to include student housing and multifamily assets in excess of \$3 billion. For more information, visit: <https://lvcollective.com/overview>. For renderings, logos, headshots, and additional media assets, visit: <https://lvcollective.canto.com/>.

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