

SOCIAL HOUSE® Vodka and SANIL Unite to Support the Future of College Athletics

a New Partnership Focused on Increasing Opportunities for Student-Athletes

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Vodka is excited to announce a groundbreaking partnership with Student Athlete NIL ([SANIL](#)), an organization at the forefront of redefining the fan experience and driving new revenue to fuel the future of college athletics. This collaboration marks the beginning of a series of strategic partnerships aimed at ensuring the long-term success of collegiate athletic programs and enhancing the engagement between student-athletes, fans, and brands.



Leading Innovation in College Sports

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Cary Joshi

SANIL’s mission is to revolutionize college sports by creating unique, engaging opportunities for fans and businesses to engage with athletic departments and their student-athletes. SOCIAL HOUSE® Vodka, recognized for its premium quality and commitment to community engagement, is proud to join SANIL in this effort. Together, we are setting the stage for innovative solutions that benefits student-athletes, enhances the fan experience and connects athletic departments.

“Our partnership with SANIL represents an exciting step forward in our commitment to supporting student-athletes and the communities they represent,” said Cary Joshi, President of SOCIAL HOUSE® Vodka. “We’re thrilled to align with an

organization that shares our values and vision for creating meaningful opportunities in college athletics.”

A Glimpse Into the Future: Expanding Our Reach

This partnership with SANIL is just the beginning. SOCIAL HOUSE® Vodka is committed to expanding its support for college athletics by collaborating with several other leading agencies across the country. These upcoming partnerships will be announced soon, each one dedicated to driving revenue for student-athletes and enhancing their opportunities both on and off the field.



“We’re proud to be part of this innovative collaboration that not only highlights the exceptional quality of SOCIAL HOUSE® Vodka but also underscores our dedication to making a difference,” said K’Hadree Hooker, Vice President of Sales for SOCIAL HOUSE® Vodka. “Our work with SANIL is just the start of several exciting initiatives we have planned to support student-athletes nationwide.”

Building the Future Model for College Athletics Through Strategic Partnerships

SANIL’s leadership also expressed their enthusiasm for the collaboration, emphasizing the impact it will have on the fanbase and future needs of their athletic department partners.

“This partnership with SOCIAL HOUSE® Vodka exemplifies our commitment Providing school supporters unique ways to express their fandom in a way that benefits the future of the teams they care so deeply about.,” said Michael Lumpkin, Chief Operating Officer of SANIL. “By purchasing a Collective-branded bottle of Social House, you are able to enjoy a great vodka and know you are making a positive impact on the future of your favorite team.”

Supporting Student-Athletes Across the Nation

The partnership with SANIL underscores SOCIAL HOUSE® Vodka’s commitment to supporting student-athletes across the nation. As we continue to roll out new collaborations, our goal remains the same: to provide the resources and opportunities that student-athletes need to succeed, both in their sports and in life.

Michael Lumpkin, Chief Operating Officer at SANIL, added, “We are excited to partner with a brand like SOCIAL HOUSE® Vodka that shares our vision for innovation and excellence in college sports. This collaboration will help us continue to lead the way in creating new opportunities for supporters to express their fandom in ways that benefit the future of their favorite teams.”

Stay Tuned for More Exciting Announcements

Fans, brands, and retailers should keep an eye out for upcoming announcements as SOCIAL HOUSE® Vodka expands its collaborations with other collectives. These partnerships will bring exciting new opportunities to engage with student-athletes in innovative ways and to be a part of the movement reshaping the future of college sports.

About SOCIAL HOUSE® Vodka

SOCIAL HOUSE® Vodka is a premium craft vodka known for its smooth taste and exceptional quality. Handcrafted with the finest ingredients and a focus on community, SOCIAL HOUSE® Vodka is committed to making a positive impact wherever it is enjoyed. To learn more, please visit: <https://socialhousevodka.com>.

About Student Athlete NIL (SANIL)

Student Athlete NIL (SANIL) is dedicated to leading innovation in college athletics, with a focus on innovation, SANIL is an agency focused on redefining the fan experience, leading college athletics to new heights, and positioning athletic departments for greater success. To learn more, please visit: <https://studentathletenil.com/>.

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