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Ice Cube Explains Why Angel Reese Missed Out on BIG 3's \$5 Million Deal

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Caitlin Clark and Angel Reese, both 23, have become household names in women's basketball, driving unprecedented viewership and fan engagement for the WNBA. Their rivalry, forged in college, has electrified the league, pulling in millions of new fans. Yet, when it came to a lucrative opportunity outside the WNBA, only one of them caught the eye of Ice Cube's BIG 3 league.

In 2024, as Clark prepared to enter the WNBA draft, Ice Cube, the 56-year-old rapper and founder of the BIG 3, made headlines by offering her a \$5 million contract to join his 3-on-3 basketball league. The deal would have made Clark the highest-paid women's basketball player globally, dwarfing WNBA salaries. The offer sparked debate, with many questioning why Clark alone was courted. Critics speculated whether other stars, particularly Reese, were extended similar offers.

In a recent interview with TMZ Sports at an airport, Ice Cube clarified the BIG 3's stance. When asked if Angel Reese was offered a comparable deal, he stated bluntly that the league's sponsors did not see Reese as a comparable draw. "Clark's got the numbers tickets, merch, viewers. That's what the sponsors want," he said. The comment underscores a belief that Clark's marketability outpaces Reese's, despite the latter's massive social media following.

Data backs Ice Cube's perspective. Clark's games consistently drive higher ticket sales and viewership, with matchups between the Indiana Fever and Chicago Sky averaging at least 2 million viewers. Reese, while a social media powerhouse with more followers than Clark, has not matched her rival's impact on revenue streams. Some Reese fans argue her rivalry with Clark fuels the latter's fame, but the BIG 3's decision suggests otherwise.

This season, injuries have sidelined both stars, amplifying their absence's impact. Clark missed half of the Fever's games, including a high-profile clash at Chicago's United Centre, leased by the Sky to meet ticket demand for their matchup. Reese, nursing a back injury, also sat out that game, leaving fans disappointed. The Fever still dominated, winning 93-78, proving their depth despite missing their star.

Both teams are prioritizing long-term health over rushed returns, wary of risking chronic injuries. The Fever and Sky know their stars are key to sustaining the WNBA's momentum. For now, Clark's edge in marketability has given her opportunities like the BIG 3 offer, while Reese's path to similar deals may depend on translating her online popularity into tangible revenue.