

Back to the Future: Rangers Ballpark in Arlington

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Proving you can go back home, the Texas Rangers severed their ties with beleaguered Ameriquest Mortgage, and in the process, renamed Ameriquest Field to something closer to the ballpark's original name: Rangers Ballpark in Arlington. As [reported by the Dallas Morning News](#) :

"All our research showed that our biggest asset was the perception of the ballpark," owner Tom Hicks said. "We need to make sure that we identify our brand with our biggest asset. That is a huge plus for us."

To get the brand name on the stadium, the Rangers are giving up a significant amount of cash. The club signed a 30-year, \$75 million agreement with Ameriquest in 2004. The Rangers have received approximately \$7.5 million of that money.

The article adds that the Rangers hope to recoup part of their losses by offering up ad space at the ballpark that was reserved for Ameriquest:

The Rangers hope to make back about \$1 million to \$1.5 million per year in reselling the signage in and around the park that had been given to Ameriquest as part of the deal. Among the signs in the ballpark is a giant replica of the Liberty Bell in the left field upper deck.