pitch /pɪtʆ/ noun

1.(informal) talk or arguments used by a person trying to sell things or persuade people to do sth

***Carbon pricing brings harder sales pitch:***

**Carbon pricing has begun in Australia and Government ministers are throwing themselves at the sales pitch, lead by Prime Minister Julia Gillard.**

2. an area of ground specially prepared and marked for playing a sports game

***The Age: End of a colourful innings*:**

**whether pontificating on the condition of the pitch, key at the ready…**