



Auction Results

RAISING FUNDS BY RAISING HANDS®



Have a Heart

At its Valentine's Day Top Hat Ball, Marklund saw fewer guests than in years past—but those who did come showed unprecedented generosity.

On Saturday night, some 530 guests headed to Navy Pier's grand ballroom to celebrate Valentine's Day at the Top Hat Ball. The fund-raiser benefited Marklund—a nonprofit that assists infants, children, and adults with developmental disabilities—and featured a red theme that translated into tropes both literal (red roses adorned each dinner table) and more abstract (performers from the experimental Redmoon Theater roamed the cocktail reception).

Before Saturday's happening, Top Hat Ball director Jeannine Zupo said that she expected a smaller crowd this year than last. "We're down about 130 guests," she said. "I've had some regular sponsors tell me that everything—including philanthropic dollars—has been cut this year. But the people who are able to come have been very generous."



Before dinner, auctioneer David Goodman led a live auction that included magic illusions and prizes such as a Disney family cruise.

Photo: Kristin Bernice Gulick/Chris Guillen

One example of that generosity: a \$20,000 sponsorship from Trust Company of Illinois. According to Zupo, the donation marks the largest that Marklund has seen in several years. "We also have a lot of new sponsors this year," she said. "There are some new faces that have bought tables for \$3,000."

Of Marklund's success in securing—and keeping—corporate support, Zupo said: "We try to make sure that we're not asking the same donor for something once a month. We wouldn't ask the same company to support our poker event, our 5K event, and on and on. Instead, we do one big ask a year."

—Jenny Berg

Marklund's Top Hat Ball

Auctioneer [Auction Results](#)

Catering [Chicago Signature Services](#)

DJ [NoMi LaMad Dance Inc.](#)

DJ [Redmoon Theater](#)

DJ, Entertainment [The AI Sofia Band](#)

Flowers [The Flower Firm](#)

Invitations [Maze Inc. Design Solutions](#)

Invitations [TotalWorks](#)

Audiovisual Production, Lighting, Staging [Frost](#)

PR [Ginny Richardson Public Relations](#)

Entertainment, Production [State Street Dance Studio](#)

Rentals, Venue [Navy Pier](#) ★

Shuttle Service [Chicago Trolley & Double Decker Co.](#) ★